

Heath Weaver

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With over two decades of experience, Heath has honed a versatile skill set that bridges technical expertise with strategic leadership. Known for driving innovation and efficiency, Heath's career reflects a consistent ability to adapt and excel in dynamic environments, making a significant impact in every role undertaken.

Career

Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Led the design and implementation of a scalable AI-powered platform, processing 11,500 emails with 95% accuracy, aligning with a data-driven approach to decision-making.
- Optimized backend performance, reducing page load times from 18 seconds to under 1 second, demonstrating proficiency in modern tech platforms and operational efficiency.
- Automated content generation and affiliate link integration, showcasing ability to establish rapport with C-suite executives through innovative revenue enablement strategies.

Managing Director at Essence of Email Agency

2019-Jun – 2024-Mar | Remote (US Clients)

- Led a team of up to 50 in sales, marketing, and operations, enhancing client satisfaction by 10% through strategic reorganization.
- Overhauled customer segmentation and email strategies, resulting in a 34% increase in client revenue.
- Implemented AI-powered solutions for copywriting, saving 6% annually while improving service quality.
- Developed LinkedIn and cross-channel lead generation strategies, acquiring 6 new clients in under 3 months.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed and delivered a four-week Sales boot camp, enhancing sales team capabilities and aligning with revenue enablement best practices, directly contributing to sales strategy optimization.
- Managed Salesforce migration and training, ensuring data integrity and team readiness, which supported a data-driven approach to decision-making and modern revenue tech platform proficiency.

Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Jul – 2017-Jul | Remote

- Directed daily operations of a POS & display advertising agency, leveraging a data-driven approach to enhance digital presence for clients, resulting in significant business growth for startups and small businesses.
- Developed and implemented business strategies with the Board of Directors, focusing on client-centric and integrated online marketing approaches, establishing strong rapport with C-suite executives and achieving notable campaign success.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Led a 75% revenue increase and 40% reduction in customer churn by advising corporate clients on multichannel e-business strategy and implementing innovative client management strategies, aligning with leadership and analytical decision-making requirements.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

2007-Jun – 2010-Feb | Brussels

- Led search engine marketing strategies across Europe, aligning with local marketing teams to achieve a 103% increase in search traffic, demonstrating a data-driven approach to decision-making.
- Developed and implemented a 'locomotive' strategy that turned around VAIO's profitability from 0% to over 5% operational profit in three years, showcasing leadership in revenue operations.
- Managed Pan-European search campaigns, achieving top 5 listings for high-volume keywords, which significantly contributed to a 300% increase in direct sales over three years.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Led worldwide profitability analysis initiatives, establishing a data-driven approach to decision-making that enhanced NIBT growth through granular insights by country, product, and dealer.
- Developed and implemented a 'locomotive' strategy, contributing to a profitability turnaround from 0% to 5% operational profit in 3 years, as highlighted in Sony's annual report.
- Streamlined financial processes through automation, achieving a weekly financial close and saving 4 days per month, while reducing headcount needs and enhancing operational efficiency.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity and supporting a data-driven approach to decision-making, aligning with modern revenue tech platforms and revenue enablement best practices.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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